

# SMART Objectives



2003-04 Workplan



# Overview

- 2003-04 Work Plan
- Writing a SMART Objective
- CATALYST Modifications



# Activities need to be:

- **Sustainable** – They create changes that will last over time, such as changing policies, systems, or operating procedures.
- **Population-based** – They mobilize other systems or people to deliver direct services, rather than providing direct services.
- **Integrated** – They are expected to achieve common outcomes.
- **Efficient** – They take advantage of existing structures, resources, or programs, including statewide activities.



# Tools for creating your work plan

- CATALYST reports
- Hidden website
- List-serv
- Work plan workbook FY 03-04
- A framework for writing a well focused activity objective



# A well-written objective:

- Sets program priorities
- Aids in monitoring progress toward achieving program goals
- Is a logical extension of state & national objectives
- Is SMART!



# SMART Objectives are:

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant
- **T**ime-bound



# Specific

- It identifies a specific event or action that will take place.
  - Who is expected to change or benefit?



# Measurable

- It quantifies the amount of change to be achieved.
  - What/how much is expected?





# Achievable

- It is realistic given available resources and plans for implementation, yet challenging enough to accelerate program efforts.
- Uses baseline measures to assist in estimating potential for success



# Relevant

- It is logical and relates to the program's goals.
- It is sufficiently meaningful & important
- Considers required financial & human resources and the cost-benefit of the intervention



# Time-bound

- It specifies a time by which the objective will be achieved.
  - When will the change occur?



# Example

By December 2003, increase the number of school districts that are implementing a tobacco-use prevention curriculum to at least X.



# S M A R T

By December 2003, increase the number of school districts that are implementing a tobacco-use prevention curriculum to at least X.

- *Specific* – number of school districts implementing curriculum
- *Measurable* – at least X
- *Achievable* – realistic in the given time frame
- *Relevant* – youth prevention
- *Time-bound* – will be achieved by December 2003



# Two objective types

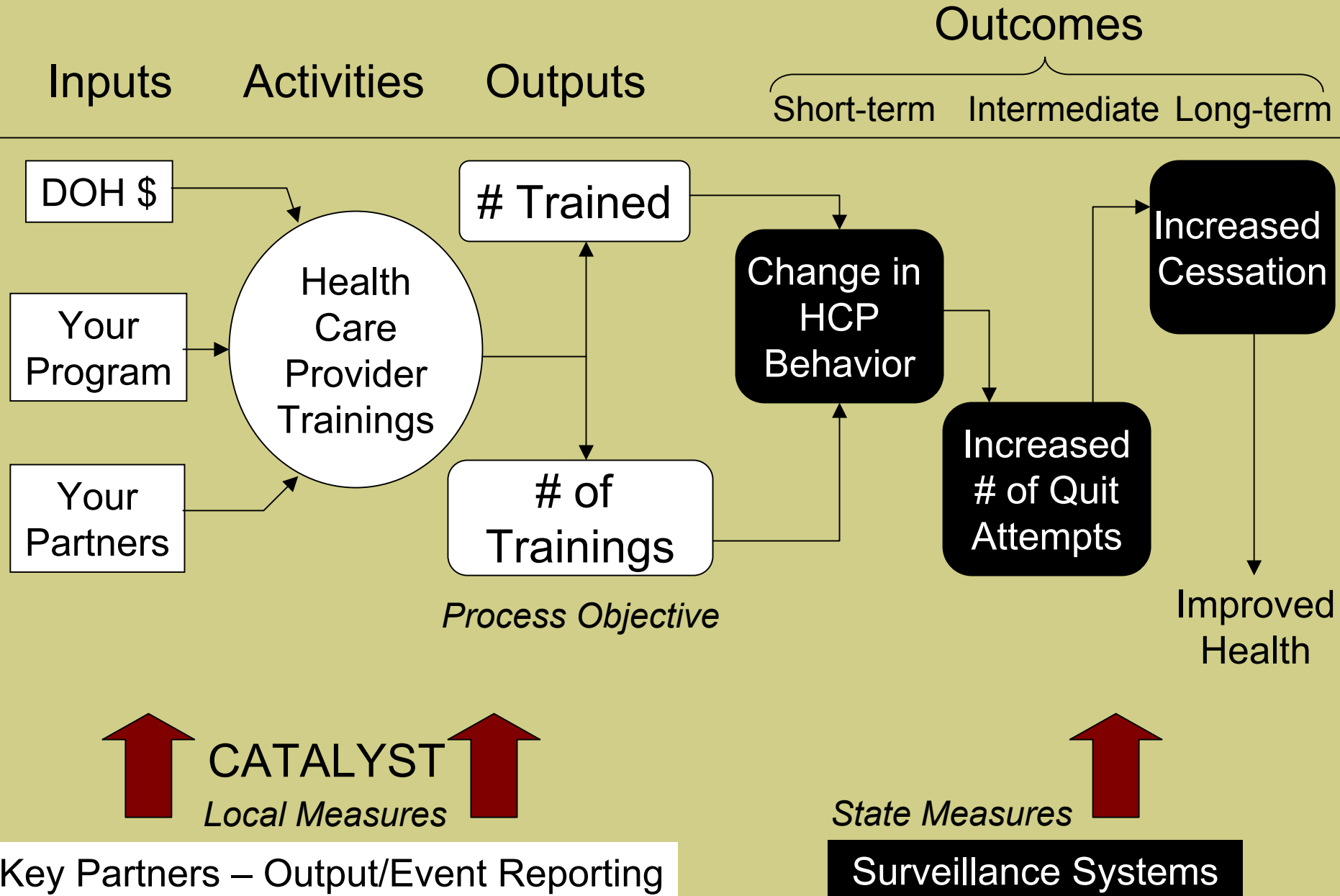
- An *outcome* objective states the expected attitude or behavior change resulting from an intervention activity.
- A *process* objective describes program activities.
- Make your objective one that you can measure at the end of your contract year.



# Outcome Objectives

- **Long-term** — take years to achieve
- **Intermediate** — include behavior change, normative change, and change in policies
- **Short-term** - immediate effects of the program activities. Focus is on knowledge, attitude and skills gained by a target audience

# Logic Model: C3.04 Health Care Systems Change/Training







# Common *process* objective verbs

- Conduct
- Promote
- Establish
- Develop
- Identify
- Prepare
- Design
- Distribute
- Offer
- Provide
- Inform
- Fund
- Create
- Participate
- Negotiate
- Publish

# Getting Started

Washington State Department of Health

**Tobacco Prevention & Control Program**  
**2003-04 Work Plan Workbook**

DRAFT

Rev. 2-13-03



**Health Care Systems Change/Trainings C3.04**

Train health care providers and other stakeholders to provide brief interventions with clients that support smoking/tobacco cessation and also implement 'office reminder systems'. This may include becoming an instructor of the DOH Basic Tobacco Intervention Skills Training curriculum and then organizing community based trainings for clinicians or office staff. If you conduct this activity, you must use the DOH Basic Tobacco Intervention Skills Training Curriculum.

**NOTE:** Use of funds to provide Nicotine Replacement Therapy (NRT) as an incentive to health care settings serving low-income clientele for implementing system-wide changes must be specifically approved by contract managers based on justification. Appropriate justification includes: of health care system(s) to be served, of appropriate dispensation protocols (including criteria for exclusion, such as pregnancy, high blood pressure, etc.), estimated number of low-income (<200% of federal poverty guideline) clients to receive NRT, and of how comprehensive office approaches will be implemented. You may not use more than 5% of your TPC funds on NRT.

**Outputs/Use to Report in CATALYST**

- Number of health care providers and staff who receive training.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

**Recommended Audience (\*CATALYST Target Audience)**

- Health Care Providers & Staff (\*Occupation)
- Low Income Populations (\*Risk Factor)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

**Desired Outcomes**

Increased proportion of health care systems and providers treat tobacco use as a "vital sign" and conduct effective interventions with patients.

**Evaluation Tools Available**

- Training evaluations including pre and post tests, included in the DOH Basic Tobacco Intervention Skills Training provided by TPRC.

**Associated Benchmarks and Measures Statewide**

- Increase interventions by health care providers with their patients.
- WA Measure: 63.9% of current tobacco users had ever been advised to quit using tobacco by a doctor; a total of 72.0% had been advised to quit by any kind of health care provider. (Source: Fall 2000 adult telephone survey)



# 2003-04 Workplan Workbook

- Choose an activity from your workbook
  - What are the outputs?
  - Who is the recommended audience?
  - What is the desired outcome?
  - What are the benchmarks and measures?
  - What are the related activities?



# Example

## C3.04 Health Care Systems Change/Tracking

- *Outputs/Use to Report in CATALYST*
  - Number of health care providers and staff who receive training.
- *Recommended Audience:*
  - Health Care Providers & Staff
  - Low Income Populations



# Workbook example (con't)

## ■ *Desired Outcome:*

- Increased proportion of health care systems & providers that treat tobacco use as a “vital sign” & conduct effective interventions with patients.

## ■ *Associated Benchmark:*

- Increase interventions by health care providers with their patients.



# SMART Objective

- By December 2003 <when> train at least ten <what/how much> health care providers <who> to conduct brief interventions with clients in our county <where>.

# Practice Exercise







# Community & School Policy

- S1: Establish & Enforce tobacco-free policies
  - C4: Eliminate Exposure to Secondhand Smoke
- Discuss possible activities
  - Share local approaches
  - Identify potential resources
  - Collaboration & key partners
  - Practice a SMART Activity Description



# Modifications

2003-04 Workplan Entry



# What's new in CATALYST?

- Contractor & contract screens
- Entering the FY 2003-04 work plan
- New output reporting features



# Contractor & Contract Screens

CONTRACTOR

The Basics

Contact

Previous

Next

Save

Type

Organization Administrator

Advisory Board Member

P&I Staff

Other Contact

New

Update

First Name

Last Name

Address 1

Address 2

City

M.I.

Phone ( ) - x

Fax ( ) -

E-mail

ZIP Code

Delete	Type	Name	Phone	E-mail
<input type="checkbox"/>	<u>Assessment Contact</u>	<u>Dilley, Julia A</u>	<u>(360) 236-3632</u>	<u>julia.dilley@doh.wa.gov</u>
<input type="checkbox"/>	<u>Program Staff</u>	<u>Harrelson, Dave</u>	<u>(360) 236-3685</u>	<u>david.harrelson@doh.wa.gov</u>
<input type="checkbox"/>	<u>Program Staff</u>	<u>Huyck, Carla</u>	<u>(360) 236-3678</u>	<u>carla.huyck@doh.wa.gov</u>
<input type="checkbox"/>	<u>Fiscal Contact</u>	<u>Johnson, Jan</u>	<u>(360) 236-3674</u>	<u>jc.johnson@doh.wa.gov</u>
<input type="checkbox"/>	<u>Cessation Contact</u>	<u>Krueger, Karen</u>	<u>(360) 236-3611</u>	<u>karen.krueger@doh.wa.gov</u>
<input type="checkbox"/>	<u>Assessment Contact</u>	<u>Parker, Craig E</u>	<u>(360) 236-3748</u>	<u>craig.parker@doh.wa.gov</u>
<input type="checkbox"/>	<u>Primary Contact Contractor</u>	<u>Reid, Terry</u>	<u>(360) 236-3665</u>	<u>terry.reid@doh.wa.gov</u>
<input type="checkbox"/>	<u>Assessment Contact Contractor</u>	<u>Richardson, Susan M</u>	<u>(360) 236-3745</u>	<u>Sue.Richardson@doh.wa.gov</u>
<input type="checkbox"/>	<u>Assessment Contact</u>	<u>Scheel, Stacy L</u>	<u>(360) 970-1137</u>	<u>tobaccoprev@aol.com</u>
<input type="checkbox"/>	<u>Cessation Contact</u>	<u>Thomas-Haase, Tamatha C</u>	<u>(360) 236-3722</u>	<u>Tamatha.Thomas-Haase</u>
<input type="checkbox"/>	<u>Program Staff</u>	<u>Wiedemann, Tom</u>	<u>(360) 236-3643</u>	<u>tom.wiedemann@doh.wa.gov</u>
<input type="checkbox"/>	<u>Assessment Contact</u>	<u>Williams, Shanae J</u>	<u>(360) 236-3746</u>	<u>shanae.williams@doh.wa.gov</u>
<input type="checkbox"/>	<u>Communications</u>	<u>Zemek, Susan M</u>	<u>(360) 236-3634</u>	<u>Susan.Zemek@doh.wa.gov</u>

**CONTRACT**

- [The Basics](#) ←
- [Contract Status](#) ✓
- [Objectives](#) ✓
- [Rationale](#) ✓

Previous

Next

Save

**Contractor** DOH Assessment/Evaluation

**Contract Year** FY 01-02 **Contract #** state

**Contract Region** Washington

**Start Date** (mm/dd/yyyy) 07/01/2001 **End Date** (mm/dd/yyyy) 06/30/2002

**Contract Manager** Reid, Terry

FTE Allocations

Contact -select- FTE % New Update

Delete	Contact	FTE %
<input type="checkbox"/>	<a href="#">Julia A Dilley</a>	<a href="#">100 %</a>
<input type="checkbox"/>	<a href="#">Craig E Parker</a>	<a href="#">100 %</a>
<input type="checkbox"/>	<a href="#">Shanae J Williams</a>	<a href="#">100 %</a>

CONTRACT

The Basics ✓

Contract Status ✓

Objectives ✓

Rationale ←

Previous

Next

Save

Process and Rationale for Work Plan *(5000 characters max)*

New feature in CATALYST

Which data sources did you review to prepare your work plan?

Data Sources

→

←

Comments



# Work Plan Screens





WORKPLAN

Obj/Activity ←

Audience

Previous

Next

Save

Objective

Activity

SMART Activity Objective and Description *(5000 characters max)*

*(SMART - Specific, Measurable, Achievable, Relevant, Time-bound)*

WORKPLAN

Obj/Activity

Audience

Previous

Next

Save

Audience

Audience Description

Tobacco Use

Age

Occupation

Life Stage

Est. Number to Reach

Cultural Minority

Other

Risk factors

Venue

New Update

Delete Description

Count

- 
- select an option -
  - Community Site
  - Newsletter
  - Public Policy
  - Retailer Establishment
  - School Building
  - School District
  - Special Events
  - TV/Radio/Newspaper
  - Website
  - Worksite



# Reports



# - Contract Plan Worksheet

Date Generated: 02/27/2003

Contractor: Department of Health (DOH)

Contract Year: FY 01-02

Contract Region: Washington

Columns 1-2 auto fill from planned activities		Columns 3-6 for contractor use			
Activity	Audience	When	Where	Who	Other
	# to reach & target audience	Approximate dates for implementation	Location	Key partners & Project Lead	Materials needed, budget/in-kind issues, key messages identified, etc.
<b>DOH - Conduct Surveillance/Evaluation</b>					
DOH Advisory	Evaluation Constituents: <b>43</b> Research Professionals (Volunteer & Contract): <b>25</b>				
DOH Cessation Support	Cessation Staff & Constituents: <b>15</b>				
DOH Community Program Support	Community Contractors: <b>95</b>				
DOH Disparity Support	Multicultural Workgroup & Constituency: <b>20</b>				
DOH Public Education/Awareness Support	Media staff & contractors: <b>10</b>				
DOH Results Communication	County-based contractors/stakeholders: <b>45</b> ESD staff: <b>9</b> Key legislative staff: <b>30</b>				
DOH School Program Support	ESD staff: <b>9</b>				
DOH Staff Dev't	Assessment Staff & Primary Contractors: <b>5</b>				
DOH State Policy Support	Statewide partners: <b>25</b>				
DOH Surveillance Systems	Washington state adult residents: <b>12000</b> Washington State Youth (ages 10-13): <b>1500</b> Washington State Youth (ages 14-17): <b>1500</b>				
DOH Tribal Support	Tribal Partners: <b>25</b>				
DOH Youth Empowerment/Involvement	Youth-serving statewide organizations/staff: <b>15</b>				



# Output/Events Screens

**OUTPUT**

- [Obj/Activity](#) ←
- [Event Detail](#)
- [Audience](#)
- [Key Partner](#)
- [Journal](#)
- [Closeout](#)

Previous

Next

Save

Objective C2 Prevent Initiation

Activity \*C2.01.01 Synar Compliance Checks

*\*Planned Activities*

☒ Evaluation Tool Used

**OUTPUT**

- Obj/Activity ✓
- Event Detail ←
- Audience ✓
- Key Partner ✓
- Journal
- Closeout

Previous  
Next  
Save

Event Type: One on One Location: Seattle

Date: Start (mm/dd/yyyy) 07/01/2003 End (mm/dd/yyyy) 08/01/2003

Service Region

AUBURN	include → ← exclude	SEATTLE
BELLEVUE		
NORTHSHORE		
ENUMCLAW		
FEDERAL WAY		

Time Estimates

Contact: Scott Neal Type: Implementation Hours: 36

New  
Update

Delete	Contact	Time Type	Est. Hours
<input type="checkbox"/>	Scott Neal	Implementation	36 hrs

**OUTPUT**

- [Obj/Activity](#) ✓
- [Event Detail](#) ✓
- [Audience](#) ←
- [Key Partner](#) ✓
- [Journal](#)
- [Closeout](#)

Previous  
Next  
Save

Audience		Reach
Tobacco Retailers (Tobacco Retailers)		0
Other		0

[Materials](#)

Material  Quantity

**Material** Qty

<input type="checkbox"/>	Leaflet	100
--------------------------	---------	-----



**OUTPUT**

- [Obj/Activity](#) ✓
- [Event Detail](#) ✓
- [Audience](#) ✓
- [Key Partner](#) ✓
- [Journal](#) ✓
- [Closeout](#) ←

Previous  
Next  
Save

Closeout Date (mm/dd/yyyy)

Did you meet your SMART Activity Objective? (refer to SMART Activity Objective and Description in workplan) ☒ Yes ☐ No ☐ Partially

Explain (100 characters max)

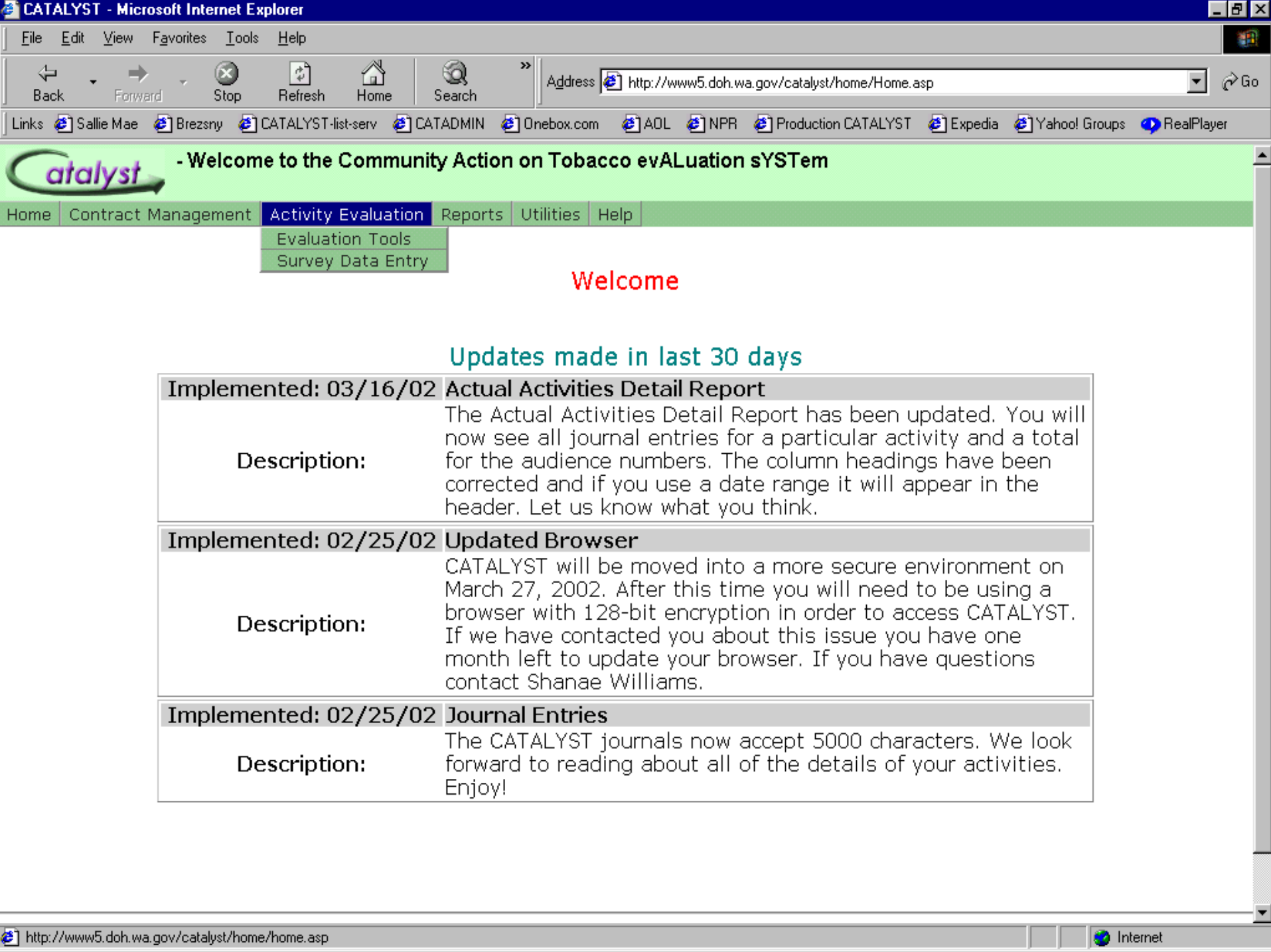
For your organization or organizations similar to yours to what degree do you recommend this activity?

Why? (5000 characters max)



# Phase II Activity Evaluation

## UPDATE



Welcome

### Updates made in last 30 days

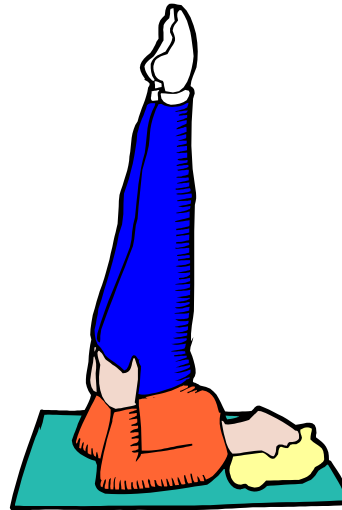
Implemented: 03/16/02	<b>Actual Activities Detail Report</b>
Description:	The Actual Activities Detail Report has been updated. You will now see all journal entries for a particular activity and a total for the audience numbers. The column headings have been corrected and if you use a date range it will appear in the header. Let us know what you think.
Implemented: 02/25/02	<b>Updated Browser</b>
Description:	CATALYST will be moved into a more secure environment on March 27, 2002. After this time you will need to be using a browser with 128-bit encryption in order to access CATALYST. If we have contacted you about this issue you have one month left to update your browser. If you have questions contact Shanae Williams.
Implemented: 02/25/02	<b>Journal Entries</b>
Description:	The CATALYST journals now accept 5000 characters. We look forward to reading about all of the details of your activities. Enjoy!



# Activity Evaluation

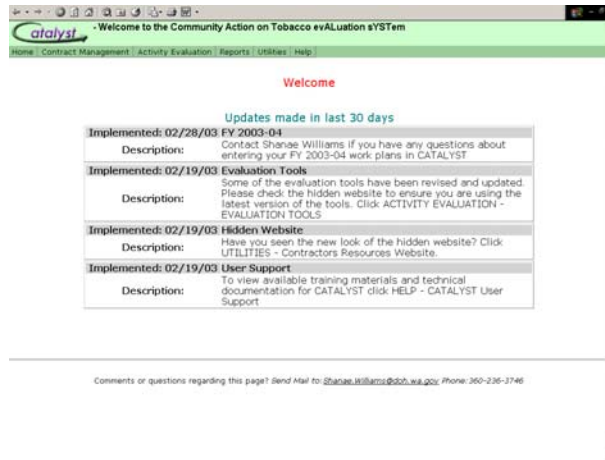
- What is Phase II - Activity Evaluation
- Working out the bugs
- Training options

# What to do when you get home

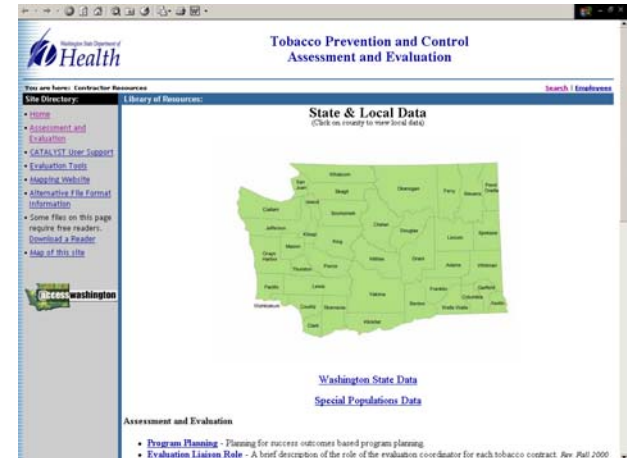


# Resource Checklist

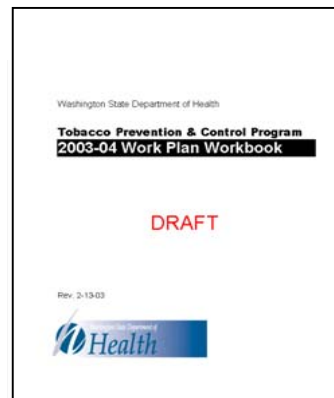
## ☒ CATALYST



## ☒ Hidden Website



## ☒ Work Plan Workbook



## ☒ Contract Managers





# Thank You

Stacy Scheel  
360-970-1137  
[tobaccoprev@aol.com](mailto:tobaccoprev@aol.com)